

2007 Submission Rules

Each organization/community may only submit a total of three nominations per year; therefore, entities/organizations/groups are encouraged to coordinate submissions. The primary entity should submit the project listing all partners involved. All materials must be submitted in full by the deadline; projects cannot be entered more than once unless an entity is specifically asked to resubmit.

Submission Requirements: (incomplete submissions will not be judged)

- Nomination Form (attached).
- The Nomination Questionnaire (attached) for each nomination plus any additional information, not to exceed two printed pages, single sided, per project nominated.
- Supplemental materials such as brochures, newspaper articles, photos or samples. *If possible*, please enclose six (6) copies of all materials. Materials will not be returned unless otherwise requested.
- Photos of the event, promotion or person nominated, or screen shots of a Web site to be used at the Governor's Conference Tourism Awards luncheon.

Submission guidelines:

- All nominations must include six (6) copies of nomination form, nomination questionnaire and additional information. Six copies of all supplemental materials should be submitted *when possible*.
- Nominations may be submitted on a diskette or CD by mail to the Arizona Office of Tourism – Attn: Governor's Tourism Awards or via an e-mail attachment to kcouchon@azot.gov.
- Electronic files may be submitted as PDF or Microsoft Word files only.
- If more than one nomination is submitted, all may be submitted on one diskette, CD or in one package.
- If a project is entered in more than one category, a separate nomination form and summary must be submitted for each category.
- A nomination checklist is provided (attached) to ensure that your nomination is complete.

A judging panel will select the top three nominations in each category, with the winner announced at the Governor's Conference on Tourism luncheon on July 11. Nomination information will be posted online at www.azot.com and may be distributed at the Governor's Conference on Tourism. If you have any questions regarding the format in which nominations should be submitted, please contact Kiva Couchon at 602-364-3724 or via e-mail at kcouchon@azot.gov. Incomplete nomination packets will not be considered.

General Evaluation Criteria

The nominations submitted will be evaluated based on any or all of the following factors:

- Exceptional efforts (above and beyond normal day-to-day responsibilities)
- Innovation
- Uniqueness
- Effective use of resources
- Measurable results based on stated objectives (results should be stated in measurable terms, i.e., percentage increase over previous year, actual numbers achieved versus projections stated in objectives)
- Contribution to the tourism industry of Arizona

Judging Panel

The Judging Panel will be comprised of persons from the tourism industry and Arizona Office of Tourism staff. Judges will be selected based on personal expertise and awareness of tourism industry issues and challenges.

Deadline for Submissions

Please submit all nominations by **5 p.m. on Wed., May 15**, to:

Governor's Tourism Awards

Arizona Office of Tourism

1110 W. Washington St. #155

Phoenix, AZ 85007

Via e-mail to kcouchon@azot.gov

2007 Nomination Form, Questionnaire and Submission Checklist

Six copies of this nomination form must be included for each entry submitted

Award Category: (check one)

Best Practices

____ Cooperative Marketing

____ Innovative Promotions

Special Events:

____ Rural (population less than 75,000)

____ Urban (population greater than 75,000)

____ Arizona Preservation

Outstanding Members of the Tourism Industry

____ Spirit of Service

____ Tourism Champion of the Year

____ Tourism Hall of Fame

Person/Program Nominated:

Community/Organization_____

Address:_____

City, State, Zip:_____

Telephone:_____

Nomination Prepared by:_____

Community/Organization:_____

Address:_____

City, State, Zip:_____

Telephone:_____ Fax:_____

E-mail:_____ Web site:_____

2007 Nomination Form, Questionnaire and Submission Checklist

Best Practices Questionnaire:

1. Describe the project purpose (strategy, audience, budget). If applicable, include use of technology or partnerships:
2. What is the objective of the project?
3. How was the success measured (media coverage, attendance, numbers)? What were the results?
4. How did this project enhance Arizona's tourism industry?
5. What sets this project apart? Why is it worthy of the Governor's Tourism Award? Please include any additional information that you would like to be considered. (one-page limit)

Outstanding Members of the Tourism Industry Questionnaire:

1. Please describe the background of the individual or organization (personal and professional):
2. Describe any activities during the past year in the tourism industry that qualify this person or organization for this award: **(Hall of Fame nominations may skip to number 3.)**
3. Please list any measurable results:
4. Why is this person or organization unique? What sets them apart?
5. How did this person or organization enhance the tourism industry in Arizona? Please include any additional information that you would like to be considered. (one-page limit)
6. **For Hall of Fame nominations** – How has this person demonstrated a commitment to the industry over time?

Please limit your responses to the above questions and any supplemental information to a total of no more than two typed pages.

2007 Nomination Form, Questionnaire and Submission Checklist

- _____ Six copies of the 2007 Nomination Form
- _____ Six copies of the Nomination Questionnaire
- _____ Six copies of any supplemental information, not to exceed two pages.
- _____ Any supplemental materials such as brochures, newspaper articles, photos or samples.
- _____ Photos of the event, promotion or person nominated, or screen shots of a Web site for use at the Governor's Tourism Awards luncheon.
- _____ Electronic files as PDF or Microsoft Word files only
- _____ Separate 2007 Nomination Form, Nomination Questionnaire and supplemental information (six copies) for each category in which a project is entered